THE IVY NETWORK

IVY NETWORK POLL, FALL 1957

PRINCETON

Campus population: 3600
Population of primary reception area: 41,000*
Population of secondary reception area: 611,000*
* 1950 census

The following figures are the results of the FM poll we conducted in cooperation with the Princeton University Department of Psychology and the Gallup organization.

PERCENTAGES OF SAMPLE OF 500	TOWN	CAMPUS
Have FM radios:	45.9%	42.7%
Listen to WPRB:	26.4%	78.6%
Are regular listeners: (one or more hours/day)	12.7%	31.1%
Total population:	41,000	3600

OTHER SIGNIFICANT FACTS

According to last year's poll in comparison with this year's, the percentage of FM radios on campus has increased 12%.

Local advertising revenue increased 14% in one year.

Hours of broadcast time increased by 5 hours per day as of September 1956.

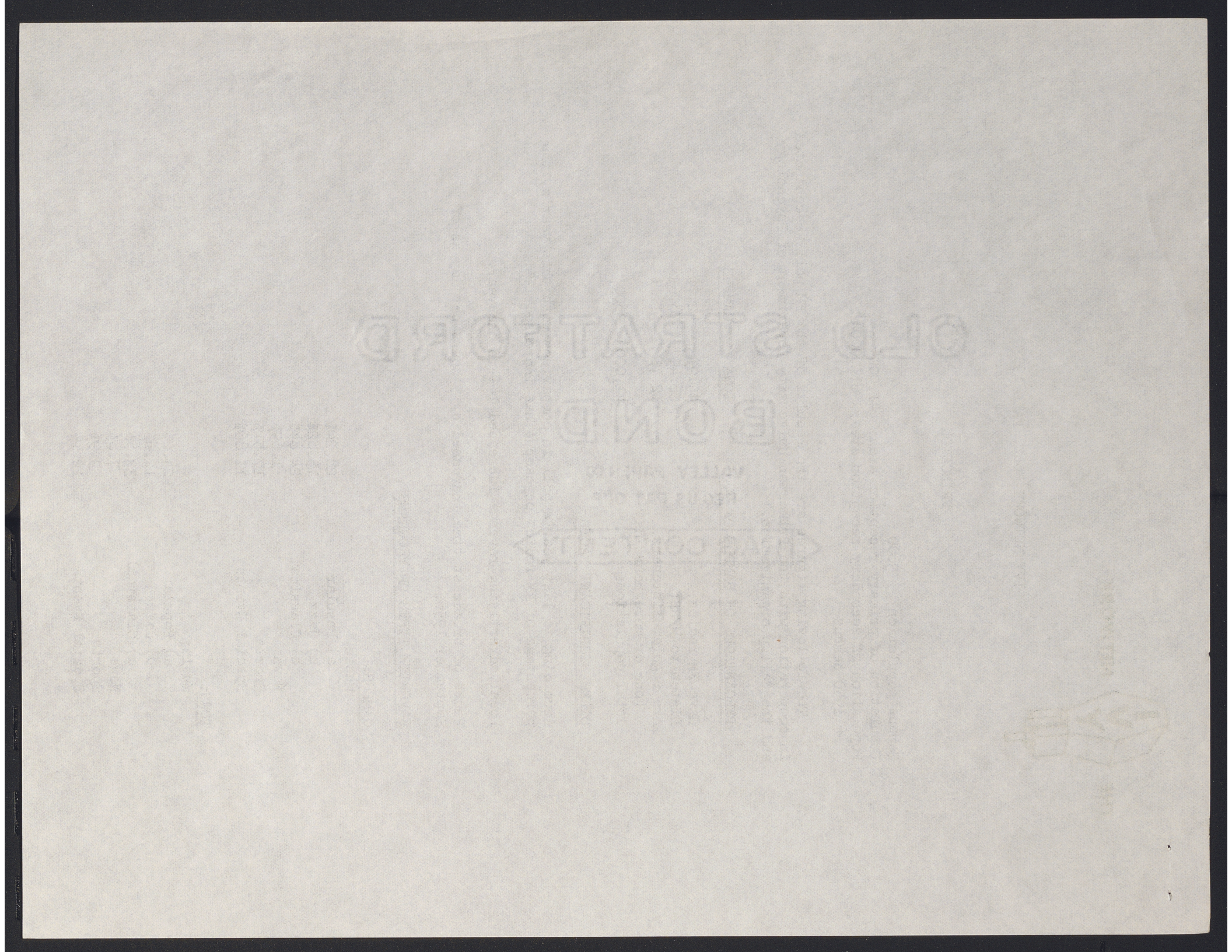
FAVORITE TYPES OF PROGRAMS

CAMPUS:

Music	
a) Popular	28.24%
b) Jazz	15.82%
c) Classical	24.84%
News	1.69%
Sports	17.51%
Special Events	11.86%

TOWN:

Music:	
a) Popular	24.2%
b) Jazz	12.6%
c) Classical	33.5%
News	7.8%
Sports	9.9%
Special Events	12.1%



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TIMES OF DAY LISTEN TO WPRB

CAMPUS

6:00-9:00 AM	4.76%
2:30-6:00 PM	20.00%
6:00-9:00 PM	21.90%
9:00-11:00 PM	20.00%
11:00-1:00 AM	33.33%

TOWN

6:00-9:30 AM	9.5%
2:30-6:00 PM	20.5%
6:00-9:00 PM	47.4%
9:00-11:00 PM	17.9%
11:00-1:00 AM	4.7%

WPRB, WPRB-FM is one of the seven Ivy League radio stations represented solely by the Ivy Network Corporation.

For details write or call:

The Ivy Network
242-A Yale Station
New Haven, Connecticut

STate 7-0711